

Planning Principles

Promote authentic identity and a distinctive destination

Encourage a mix of uses that support a viable downtown San Marcos

Enhance and preserve the unique charm of the built and natural environment

- Topography and vegetation
 - San Marcos River
- Historic building and neighborhoods

Prescribe sustainable infrastructure projects

- Minimize and shade pave surfaces
- Resolve storm water problems
- Balance vehicular and pedestrian needs
- Prioritizes parking strategy



Organize the key town elements to create a network of inviting, walkable and livable places

- Historic preservation
- Neighborhood and town-gown connections
 - Height Issues
 - Alleyway utilization
 - Storm water
 - Parking